

JOB TITLE: BILINGUAL COMMUNITY OUTREACH AMBASSADOR COORDINATOR

DATES: 6-MONTH PROJECT BEGINNING MONDAY, AUGUST 4, 2021

ABOUT THE VACCINE EQUITY PARTNER ENGAGEMENT PROJECT (VEPE)

The goal of the Vaccine Equity Partner Engagement (VEPE) Project is to support equitable access to COVID-19 vaccines and vaccine information through outreach, engagement and navigation for communities disproportionately impacted by COVID-19, racism, and disinvestment.

POSITION SUMMARY

Bronx Christian Fellowship (BCF) is searching for a talented and professional Community Outreach Ambassador Coordinator to maintain all community outreach activities for the Vaccine Equity Partner Engagement Project (VEPE) for Bronx neighborhoods/zip codes of focus: Williamsbridge and Baychester (10466, 10467, 10468). You will be responsible for connecting BCF with the surrounding community. You will represent BCF and work with the management team to develop and implement initiatives that increase vaccination awareness and access.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Supervise staff of up to 10 Outreach Ambassadors
- Facilitate bidirectional engagement with community partners and residents about vaccination to build vaccine literacy and confidence and increase access to vaccine distribution operations.
- Maintain a calendar of outreach activities, including community events, workshops, appearances, and other communication opportunities.
- You will represent BCF and work with the management team to develop and implement initiatives that increase company visibility within the surrounding community.
- Schedule regular outreach exhibitions in the community and educate employees on community responsibility.
- Assist in the organization of special events.
- Brainstorm potential partnerships or methods for engagement with the local community
- Maintain a calendar for outreach events and working closely with community partners to plan and execute various outreach events.
- Prepare reports
- Utilize canvassing system, NGP, as outreach tool
- Attend up to four (4) *mandatory* trainings provided by DOHMH for the purposes of preparing for COVID-19 outreach and engagement.
- Widely disseminate information on COVID-19 vaccines (Target audience(s) for dissemination: People over 65, people with disabilities, people living with chronic disease, people experiencing homelessness or unstably housed, people with mental or behavioral health needs, immigrant/undocumented populations)

- a. Eligible distribution methods include listservs, local media, social media, messaging apps, webinars, phone trees, or other methods for messaging
- Complete at least five (5) street-level outreach activities per week (a minimum of ten (10) hours per week) in high-traffic areas or other areas where community members naturally congregate.
 - Examples of activity sites include playgrounds, places of worship, food distribution sites, NYCHA and other building entrances, bodegas, bars, restaurants, grocery stores, busy intersections and subway stops, tabling at businesses, program intakes and orientations, social worker check-ins, legal services or other social service appointments.
- Coordinate at least three (3) virtual or in-person community conversations per week (a minimum of two (2) hours total) with the target constituency related to deepening understanding of vaccine fears/concerns, collecting feedback on vaccine roll-out, building community-driven vaccine confidence and trust, and increasing knowledge of local vaccination locations and availability.
- Work with team to engage and provide one-on-one navigation services to at least 100 individuals per week to support COVID-19 vaccination access/appointments.
 - Booking appointments, supporting individuals in finding a walk-up site, determining eligibility, or discussing fears, concerns, and barriers to getting the vaccine.
- Provide information for or setting up appropriate transportation for eligible New Yorkers to and from vaccination site.
- Facilitate referrals/recommendations to other providers and community partners for individuals in need of other health or social services.
- Comply with all health and safety guidelines including PPE, CPR & First Aid

QUALIFICATIONS

- Self-motivated, enthusiastic, and community-driven to take on this exciting role. This position requires someone equipped with a positive attitude and readiness to be a team player. Outstanding written communication and presentation skills. Strong experience preparing reports. Friendly, enthusiastic, and positive attitude. Strong knowledge of social media and other basic marketing platforms. with the ability to manage multiple projects at a time.
- Bachelor's degree in communications, marketing, business, or related fields.
- Bi-lingual a must (English/Spanish)
- Knowledge of NGP Van system a plus
- Bronx resident a plus

All VEPE representatives shall follow all protocols and DOHMH public health guidelines, including but not limited to social distancing and use of face coverings.